

# Spirituality in Management - A Key for Corporate Excellence

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## ABSTRACT

World is facing a very competitive time where everyone is running towards name, fame, money and luxury. Materialism is at its brim and all have become so habitual of this lifestyle that the Ethical and spiritual part of life is left much behind. We will hardly see anyone who is looking for a grounded lifestyle along with ethical and spiritual practises. The emergence of expensive shopping arcades, highly costly hotels and restaurants, availability of multiple digital payment options, convenient online shopping of everything ranging from clothes, furniture, staples to all variety of meal options right at the doorstep is leading to continuous increase in needs, wants and desires of all classes from lower, middle to upper class. Spirituality has taken over the matter of reducing stress in workforce and management. The thought behind writing this paper is to know about the reality of corporate life. There is lot of debate on being spiritual so a research is carried out and survey is done to find out the exact mentality and outlook of corporate workforce. A lot of content is taken from hindu scripture *Shrimad Bhagwat Geeta*.

**KEYWORDS:** Ethics; Sprituality; Materialsim; Management; Lifestyle; Luxury; Shrimad Bhagwat Geeta; Stress Management

## INTRODUCTION

The boom of industrial revolution and changing world from agriculture to industry and services based economy; the mantra of success is "Survival for the fittest". The impact of digitalization is such that even the traditional age old businessman is talking about digitalization and technology. The expectation of current management of all kinds of organizations is to run towards better and better technology for target achievement at any cost.

The meaning of **Spirituality** has developed and expanded from time to time. Traditionally spirituality used to be only understood with its religious side of it but slowly now apart from religion spirituality also refers to empowering the soul and bringing a positive and ethical "I" from within. To understand that body is different from soul and we have to take care of soul as well by reading holy books, understanding "**Dharma**" "the path of righteousness.

**Materialism:** - refers to a tendency to consider material possessions and physical comfort as more important than spiritual values. Early men used to be very much God fearing and apart from collecting wealth also used to believe on charity, worship, Pranayam, Yoga, Meditation as the pace of life was completely different but today we are living in an era of sense gratification and accumulating wealth.

**Corporate Excellence:** Corporate Excellence is a term used in modern times which refers to outstanding and extremely good management by organizations. Corporate excellence is the term used for those companies which are perfect on the basis of 360 degree audit. They are dealing in all areas

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marketing, human resource, production, accounts and finance, corporate social responsibility, supply chain and logistics in a flawless manner and they are an inspiration to other companies. The European Foundation for Quality management (EFQM) defines excellence in business as "outstanding practices in managing the organization and achieving results, all based on a set of eight fundamental concepts. These concepts are value addition for customers, creating sustainable future, developing organizational capability, harnessing creativity and innovation, leading with vision, inspiration and integrity, managing with ability, succeeding through the talent of the people and sustain outstanding results."

In this backdrop study of spirituality for corporate excellence is much desired and provides us some important perspectives on the topic. Hence an attempt has been made in this direction in the below article.

**Literature Review:-** Spirituality has been studied since ages. There are a numbers of articles and research papers submitted on the same. Many researchers have found out that spirituality brings balance in an individual and makes him a better decision maker and better team player. An employee behaves in a certain way under pressure whereas a spiritual employee behaves in a much balanced way while having spiritual practices like yoga and meditation regularly.

As per People are complex beings, made up of reason, emotion and spirit. Investigations and actions developed in organizations focused their attention almost exclusively on

reason for a substantial amount of time, disregarding the fact that human beings are also endowed with emotions (REGO; CUNHA; SOUTO, 2007). Human beings are rational but also spiritual. The body, mind and spirit integrate and make up the human being. As Ashmos and Duchon (2000, p. 136) indicate, "[...] people have a mind and spirit" and "developing the spirit is as important as developing the mind".

As per research paper "Spirituality at Workplace: As Seen by Indian Managers Rama Shankar Yadav & Sunil Maheshwari" they concluded that spirituality is associated with positive work-related behavior. It has been proposed as a multidimensional construct including: a) compassion, b) connectedness, c) meaning and purpose in life, d) mindfulness, e) belief in transcendence, f) helping behavior (Mahoney & Graci, 1999; Delgado, 2005). Despite, having a plethora of research in West, East, especially in India there is scarcity of literature which explores the meaning of spirituality at workplace.

As per research of Lakshmi CR (2017) Corporate Spirituality: Innovative Leadership Model towards Business Sustainability. Arabian J Bus Manag Review 7: 325. Concludes that what might be expected, most profound sense of being is comprehended as a more profound undertaking personality, or a development towards the "genuine self". This identifies with the pith of cognizance, which is comprehended similar to the same for all individuals. Setting out on this adventure requires vision, mettle, going for broke and testing ones possess mental models, while holding all around sound moral esteems.

As per paper published by Dr. Roy Lazar A (Dept of Christian Studies), Madras University on the topic "Spirituality in Corporate world" she concluded and explains at the outset what spirituality is and describes further the link between spirituality and the human resource management. How the internal business has usurped the spiritual techniques for augmenting production and profit is pointed out and caution is made to be vigilant in order to safeguard the aggrandizement of the corporate world even the domain of spirituality for economic profits.

As per Annemarie Gockel (2004) The trend toward spirituality in the workplace published journal of employment counseling, December 2004 it was concluded that workplace spirituality is catching up the corporate world in a rapid rate due to the dynamism and vulnerability of existing situation and trends. Spiritual prospects contribute as a source of strength for creating awareness and facing unknown situations in day to day life of an employee and organization.

**The entire study is been conducted to fulfill following objectives:-**

1. To assess the understanding of "Spirituality" in an organization mainly
2. To find out that how many employees or employers in an organization supports spiritual workforce?
3. To identify gaps in thought process of spiritual workforce and non spiritual workforce.

We need to understand that how many employees or management people believe that a spiritual person is much more balanced, calm and flexible. If people are only running

towards money, materialistic pleasures and sense gratification then all the organizations will face lot of evils like blame games, pin pointing, gossips, rumors, people down, misuse of power and post etc. This we have to find out in our study for this particular paper.

**Research Methodology:-**

As the topic of research study is Spirituality and the nature of topic is purely theoretical and descriptive. So the type of research study suitable is descriptive research only. The target audience are anyone who is working in any organization be it an employer or an employee.

The data collection method that has been adapted is through Surveys by preparing a online questionnaire. The data collected is "primary". The data has been collected by broadcasting a google form containing multiple choice questions all over the web through social networking medias like watz up and facebook, plus professional networks like linkedin. All the respondents need to fill their personal details and we have taken a sample size of 120 respondents. We are happy to share that we have national and international all respondents through networking.

The sample Size is of 120 Respondents who filled the google form belonging to different states in India as mentioned below and we have network in United kingdom so received few responses from there as well.

- We have received responses from
- Jaipur, Sikar (Rajasthan Region)
  - Lucknow, Uttar Pradesh
  - London (United Kingdom as we have network there)
  - Gaya, Muzappharpur (Bihar)
  - Delhi
  - Mumbai
  - Kolkata

We have tried to keep the questionnaire simple and stick to the topic. Apart from personal details The questions which we have listed in the questionnaire is as follows:-

- Q.1. Are you an employee or employer?
- Q.2. Do you read holy books like Shrimad Bhagwat Geeta, Holy Quran, Holy Bible. Guru Granth Sahib daily?
- Q.3. Do you pray/chant/worship every day?
- Q.4. Do you believe in "Spirituality"?
- Q.5. Do you think that Spirituality and Religion is same?
- Q.6. Do you think after becoming spiritual you can't focus on normal home and work life?
- Q.7. Do you have spiritual people around you?
- Q.8. Do you think that if you start spiritual practices you will become more focused and goal oriented?
- Q.9. If you are an employer do you want your employees to follow spiritual path?
- Q.10. Do you think organizations grow if they have workforce who are spiritual as well?
- Q.11. Do you recommend spirituality is excellent for Corporate Excellence?

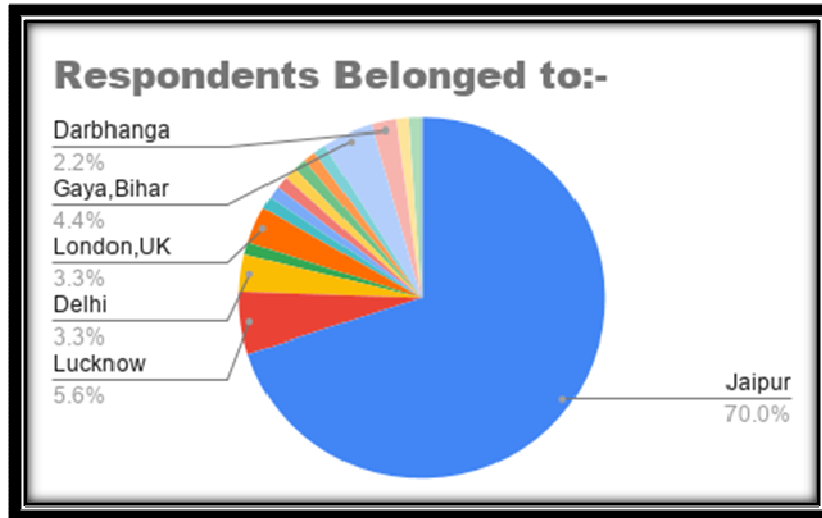
These 11 direct questions which can showcase the mentality of current workforce in all kinds of organizations. As respondents belong to various types of organizations, departments, age, experience income groups and class. We can easily find out the bent of mind of people regarding spirituality.

**Findings:-**

After conducting the survey there are many findings about the research problem.

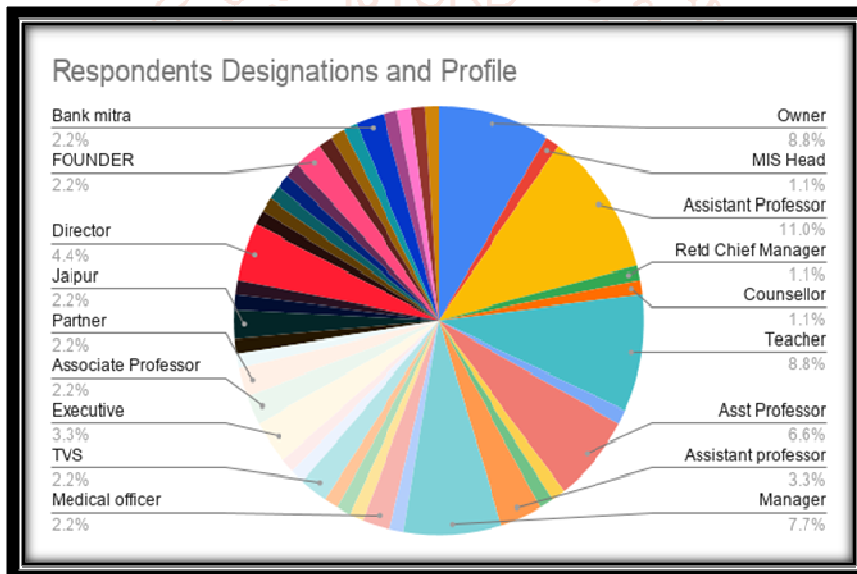
**1. The Respondents belonged to these regions:-**

If we analyse the responses so they are dominated by Jaipur Rajasthan Region but we do have responses from other states of India as well as few responses from United kingdom as well as we have network over there and we wanted to take some inference of international respondents too.



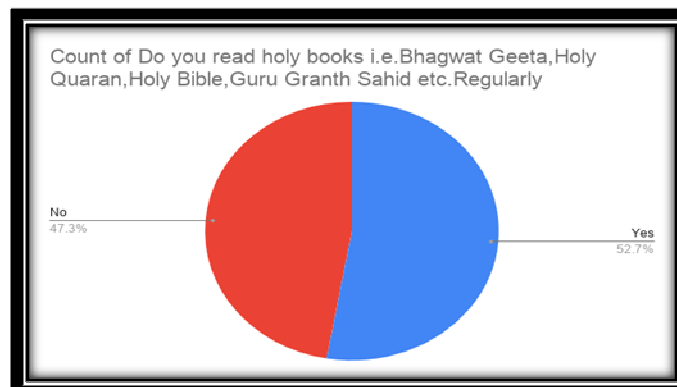
**2. Respondents Designations and profiles**

Respondents are employees working of various designations starting from executives, managers, Chief Managers, officers, HR managers, directors, Asst. Professors from all sorts of organizations and we have many employers also who have recorded the response.



**3. Now as per questions I would describe the responses.**

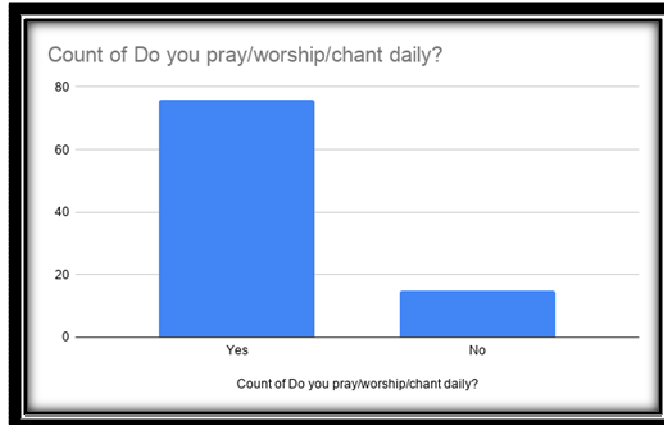
Q.1. Do you read holy books i.e. Bhagwat Geeta, Holy Quran, Holy Bible, Guru Granth Sahid etc. Regularly?



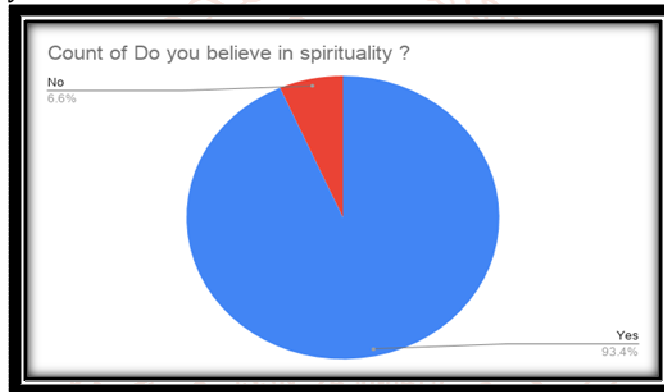
We can see that half of the respondents said that they do read religious books regularly so we can say that only 50% of respondents are practically following religion. That means people believe in spirituality but may not be reading holy scriptures due to fast moving life but they believe on it.

**Q.2. Do you pray/worship/chant daily?**

Here we can see that most of the respondents are religious and believe on God /Energy or Super Power which is the base of spirituality. If workforce is a non believer of God or Supreme Power that means they have no spiritual knowledge and they onlo work for material pleasures.



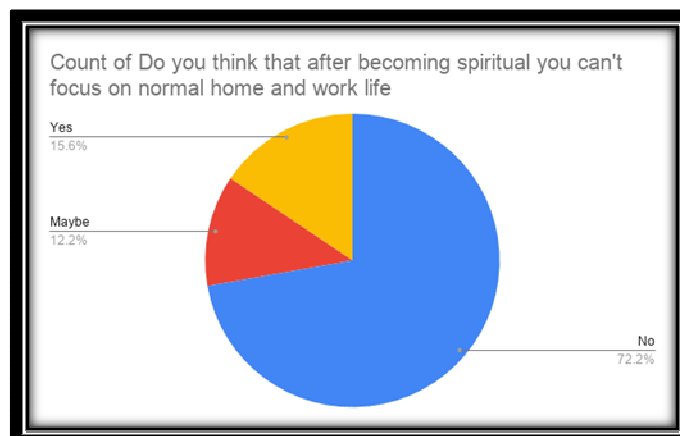
**Q.3. Do you believe in spirituality?**



We can observe that 80% people believe in spirituality and only 20 % doesn't believe in it. Maximum people believe in spirituality that is a positive sign of going from mode of darkness to mode of goodness.

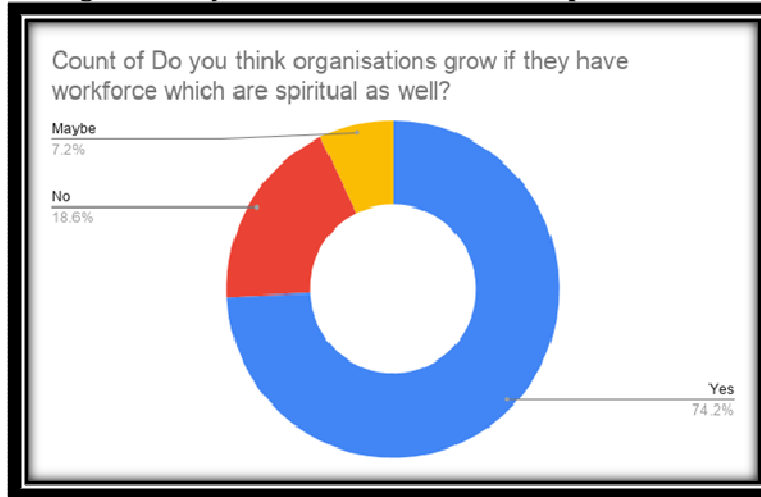
**Q.4. Do you think that after becoming spiritual you can't focus on normal home and work life?**

This question is asked from respondents to understand their mentality about spirituality .If they feel that if someone becomes spiritual he would not be able to focus on normal life and balance work and home.



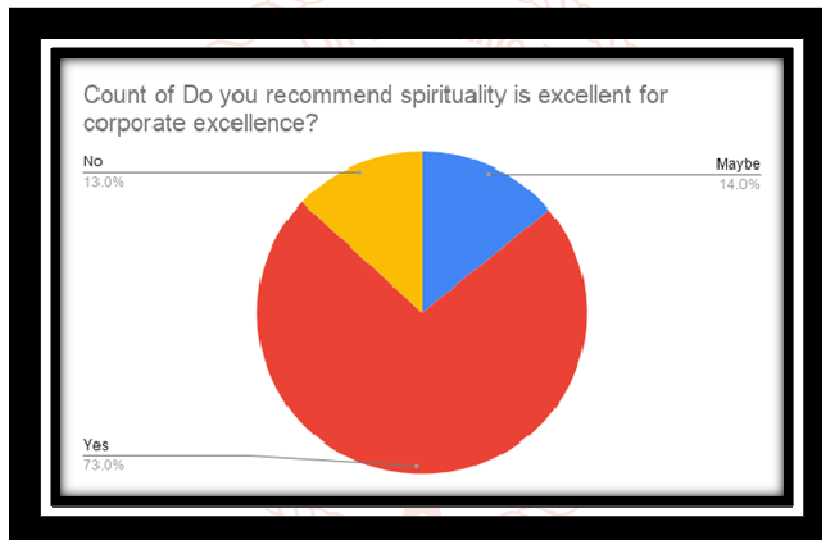
Maximum people said “No”, few people said yes and few said maybe but majority of population believes that spirituality goes hand in hand with normal life and it won't deviate anyone from normal home and work life.Many people have this inhibition that in case they become spiritual or religious they will be deviated from their normal “Grahastha” or bachelor life and then they can't live a routine life .They will be detached from family and society but we can see that respondents are confident that one may balance both lifes along with spirituality.

**Q.5. Do you think organizations grow if they have workforce which are spiritual as well?**



The answer is what I assumed before starting the research most of the people think that if workforce is spiritual the organization grows as the negative practices are abolished. Negativity in an organization comes from gossiping, leg pulling, putting people down with pressure of targets, using power and position against someone just for ego satisfaction but as employees and employers both think that spiritual workforce is important for an organization growth.

**Q.6. The last and final questions to respondents which is our topic also is Do you think spirituality is required for corporate excellence?**



We can see that as per our assumption maximum people believe that spirituality is required for corporate excellence and very few people think that its not required or few are confused.

**Conclusion:-**

As the thought behind conducting this research is to find out the importance of spirituality within the workforce in Corporate Environment. Generally corporate environment consists of all possible activities performed in order to gain profit. When we talk about gaining profit so it brings competition, selling, marketing, charging customers for the goods they have bought or the services rendered. As materialism is at its brim so very few established corporates/organizations talk about CSR(Corporate Social responsibility), Human Values and Ethics and what to talk about spirituality but when the research was conducted on the basis of Random Sampling and respondents are not at all connected to each other so the findings are showing that maximum people believe in Spirituality, Maximum People worship or Chant regularly. They might not be reading holy books daily but they know that a person who is spiritual is more balanced and patient to handle various challenging situations in an organization.

I would like to conclude my research with a shaloka of Shrimad Bhagwat Geeta **“Karmanye vadhika raste , Ma phaleshu kadachana ,Ma karma phala he tur bhuh, ma te sangotsva karmanye”** It means that Lord Krishna explains to Arjuna the theory of Karmas. He said believe in yourself and do your Karma (action) and success will follow you automatically. Doing Karma is in our hands only, Result is not in our hands.

As said in the above shaloka we all must understand that we must perform the duties to the best of our abilities but we should not get attached to the results of it. When we are not attached with the results we won't be following any unethical practices like misuse of Power, post, Gossiping, getting into unfair trade practices, concealing facts from stakeholders etc. and the efficiency of whole organization would reach to the maximum.

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